

Company/organization name: City of Gardiner, Maine

Site Mentor's (*supervisor*) Name: Nate Rudy

Mentor's Job Title: Director of Economic and Community Development

Mailing Address: 6 Church Street, Gardiner, ME 04345

Telephone Number: 207 582-6888

Fax Number: 582-6895

E-mail Address: econdev@gardinermaine.com

Pay Rate: \$8-10 / hour

Student Intern Job Title: Business Intelligence Assistant

Start/end dates & hours per week: January, 2012 to April/May, 2012

Registering for internship seminar: Spring 2012

Credits: 3 credits (minimum of 150 hours)

Interested student should submit a cover letter and academic transcript. A resume and one writing sample are optional but desirable.

Learning Objectives

1. To assist Director of Economic and Community Development with maintaining the City of Gardiner's social media presence, including:
 - a. Administering and posting regular messages and polls to the Gardiner, Maine FaceBook community page
 - b. Generating blog content and adding press releases and links to on-line articles for the Libby Hill Business Park website
 - c. Administering and posting regular messages to the Libby Hill Business Park LinkedIn page
 - d. Creating and distributing targeted marketing appeals to contacts who make or assist with site-selection decisions
 - e. Monitoring Google Analytics, generating executive summaries of trends, and recommending strategies for future marketing appeals and website additions.
2. To develop business intelligence by reading print and online publications, regional and national, and developing a weekly report of trends and news in target markets.

3. To generate targeted mail and e-mail lists, create e-mail contact cards in Microsoft Outlook.
4. To assist in the Planning and Development office with data collection, analysis, and reporting on tasks and assignments as needed to support business development efforts in Gardiner's Main Street district, grant stewardship, and to assist staff with City committees and task forces.
5. To assist Director with writing and distributing press releases related to Gardiner's economic and community development efforts.

Nate Rudy
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<http://www.gardinermaine.com>
<http://www.libbyhillbusinesspark.com>

